

TIPS FOR RECRUITING PEER LEADERS FOR EVIDENCE BASED PROGRAMS

- Ask potential new lay leaders to attend a workshop as a participant before going through the lay leader training. This will help them understand the workshop and the role of a lay leader.
- Go over the volunteer position description with a potential lay leader prior to their attending lay leader training. Be specific about your expectations regarding commitment and time.
- Have another current lay leader call the potential new lay leader. This peer to peer conversation can help give the new volunteer a realistic look at the role.
- Leaders often can be recruited from current workshops. If you have a participant who is really getting a lot out of the program and is comfortable talking in the group setting consider talking to him/her after the workshop is finished about the next lay leader training and the role of a lay leader.
- Contact volunteer centers; utilize volunteer bulletins and agency newsletters. Contact your local RSVP (Retired and Senior Volunteer Program) about recruiting volunteer lay leaders for evidence based programs.
- Contact voluntary health agencies – ALA, AHA, Lupus Foundation, MS Society, internet sites for groups, Red Cross, Neighborhood Association newsletters, etc.
- Offer community talks on various health topics in community centers, senior centers or senior residence communities and express need for volunteers.
- Contact churches, caregiver groups, councils of churches, service clubs, etc.
- Track referral sources of new lay leaders to help you determine the most effective recruitment strategies.
- Have informational meetings for interested, potential leaders.
- Always remember that if someone is not a good fit to be a lay leader there are many other ways they can help out with the program including: administration, recruitment, and other support services.